



Media Strategies Used by Advertisers

Maturity/Sophistication Appeal: Intended to show that if you buy a certain product you will be more grown-up, sophisticated and fashionable.

Popularity Appeal: Intended to convince you to buy a certain product by implying that if you use it you will be more popular.

Comparisons, Tests and Opinion Polls: Presents the results of consumer opinion polls or “taste test” involving direct comparisons of similar (competing) products. These ads are intended to show that more people like brand A more than brand B, or that product X is stronger, safer, lighter, less expensive, etc. than other similar products.

Romance/ Sex Appeal: Uses very attractive models in a way that implies that using the product will make the person using it more romantically or sexually attractive.

Fun/ Relaxation Appeal: Intended to sell a product by convincing you that it will help you to have more fun or feel more relaxed.

Celebrity Endorsement: Has famous or well-known people (for example movie stars or athletes) talk about how great the product is or even that they use it themselves. Creates the impression that the product must be good if they use it, and if you want to be like them you should use it too.

The “Deal” Appeal: Tries to create a sense of urgency and excitement by implying that this is a deal that is too good to pass up. Generally focuses on price and creates a sense of urgency by saying that the deal will end soon because the sale price is only good for a few days and/or there is only a limited supply of the product.

Demonstrations: Intended to show how well a product works (usually under the most favorable conditions possible). Some of these demonstrations have been found to be rigged by advertisers to make the product look much better than it really is. Frequently used for household products (such as dishwashing soap, window cleaners, floor cleaners, stain-removers, dishwashers, vacuum cleaners, glue, etc.).

Bandwagon Appeal: Intended to create the impression that everybody is using a particular product and because everybody is using it you should too.

Scientific Evidence: Presents “facts” and statistics from surveys supporting the effectiveness of particular products. This is often combined with the “Voice of Authority” technique in an effort to make the ad even more convincing.

Voice of Authority: Has experts such as doctors or scientists (or actors playing the part of experts) talk about the effectiveness of products such as tooth past or pain medicine. Since they are experts, advertisers count on the fact that consumers are likely to believe what they say about how well the product works.